

Maximize Every Investment

Aprimo Plan & Spend

Align Strategies & Spend to Improve ROI

Centralized Budgeting & Planning

Optimize Marketing Spend

Intelligent Marketing Financial Management

Aprimo Plan & Spend helps organizations better manage and optimize marketing and customer experience financial investments:

PLANNING

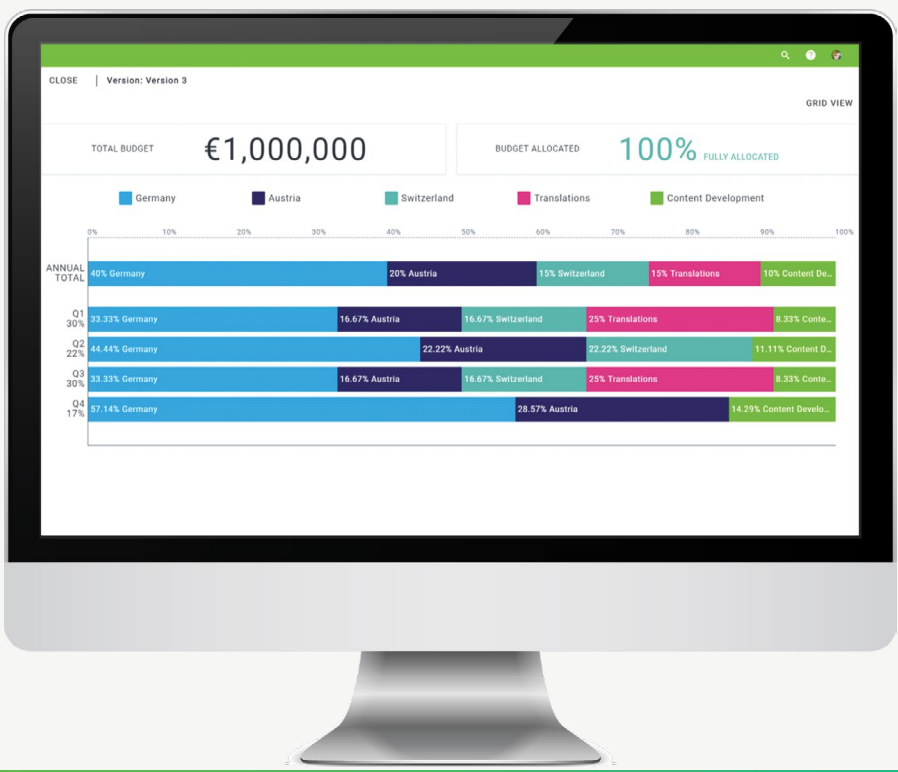
Ensure alignment during yearly and quarterly planning processes

BUDGET & SPEND

Gain real-time visibility into budgets & spend—in every currency—for all marketing programs and activities

INSIGHTS

Gain a better view into the performance of your marketing investments to help justify marketing spend



Optimize Marketing Investments

Aprimo Plan & Spend provides marketers with the transparency they need to maximize investments and optimize ROI:

GLOBAL VISIBILITY & ALIGNMENT

A global, 360-degree view from planning through spend to ensure strategic alignment with enterprise goals

AUTOMATED MARKETING FINANCIAL MANAGEMENT

An intuitive solution that automates planning, budgeting, and spend management

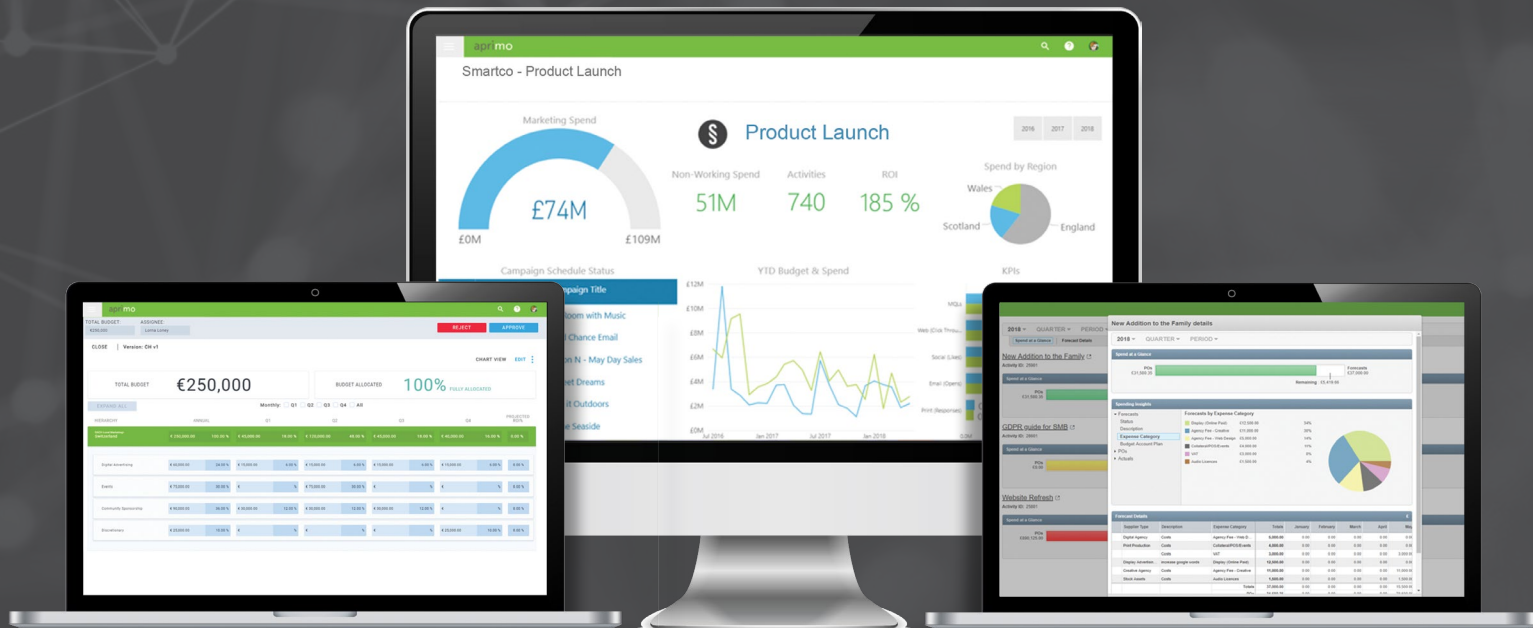
IMPROVED MARKETING PERFORMANCE

More accurate ROI calculations to enable optimized marketing investments

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.



Aprimo Plan & Spend



STREAMLINE PLANNING

Automate and align planning and budgets:

Budget Allocation

Automate the yearly budgeting process via a top-down distribution of funds or bottoms-up aggregation of proposals

Aligned Objectives

Establish and align marketing objectives and supporting strategies to corporate priorities

ERP Connector

Link plans to enterprise financial systems

INTERACTIVELY MANAGE

Gain visibility into all spend activity and resources in a single place:

Spend Central

Manage all spend in one place, from expenses to commitment and actuals to purchase orders and invoices

Vendor Management

Manage all marketing vendors in a single place, including agencies, freelancers, and marketing technology vendors

Offer Manager

Manage and track offers and incentives across all promotion types and channels

OPTIMIZE PERFORMANCE

Measure how investments drove performance to justify spend:

Forecasts

Visually compare real-time activity spend with predicted spend to identify areas of potential underspend and overspend

Real-Time Visibility

Gain real-time visibility into spend, including vendor spend, to better optimize and allocate budget

ROI Modeling

Enable more accurate ROI planning by combining marketing spend and operations data with marketing performance data

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